

NEWS FROM SHEAFFER



W. A. Sheaffer Pen Company

Fort Madison, Iowa

June, 1966

Dealer profits set for all-time high with NEW PRODUCTS, NEW PACKAGING, NEW PROMOTIONS!

If your Sheaffer representative throws a couple of catalog sheets at your desk and then heads for the door, please excuse him. He's only having a "natural" reaction He's just returned from a sales meeting to end ALL sales meetings and he's spreading the news from Sheaffer as quickly as humanly possible. When he settles down long enough to show you the high spots of what he is selling, you're bound to be excited too.

Just imagine, a brand new ballpoint, a brand new refill, brand new displays, brand new packaging, PLUS a brand new promotion. We had better slow down, too, and review just exactly what is New from Sheaffer.

NEW PRODUCTS

The "Stylist" influence is spreading throughout the full line of Sheaffer products. Slim, trim, sculptured lines that were so enthusiastically received in the Stylist '202', '404' and '505' series now extend into higher and lower price lines. Two new prestige ballpoint and pencil sets form the top of the line. The Stylist '506' series consists of a \$5.00 Safeguard Clip Ballpoint with a matching \$5.00 mechanical pencil. Both items have a distinctive chased-chrome finish and feature a special engraving area for the owner's name. Stylist '707' series is also a Safeguard Clip Ballpoint and matching pencil set. Both items retail for \$7.50 each. Traditional Sheaffer quality combined with new Stylist lines and a luxurious chased-gold electroplate finish are guaranteed to make this newcomer a best-selling item.

POPULAR PRICE BALLPOINT

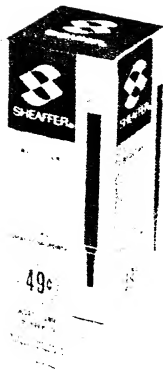
For the back-to-school season Sheaffer now has a Stylist '101' ballpoint



. This budget-priced beauty is only \$1.00. During the new program your customers get an extra refill FREE a \$1.49 value for only \$1.00. Profit Pack #611 contains 12 bubble packed cards for \$12.00 List.

ALL SMILES! Joe Eberhardt, general sales manager, has reason to smile when he holds up the 15 exciting new products that have been introduced since the first of the year. Handsome new products have meant handsome new profits to Sheaffer dealers throughout the land. For the record, here's the new product line-up: (1) 49¢ "B" Ballpoint Refill; (2) \$1.00 Stylist '101' Ballpoint with top-button action; (3) \$1.98 Stylist '202' Safeguard Clip Ballpoint-chrome cap with plastic barrel; (4) \$2.98 Stylist '202' Cartridge pen; (5) \$1.98 Stylist '202' matching pencil; (6) \$3.98 Stylist '404' Safeguard Clip Ballpoint-brushed chrome finish with gold trim; (7) \$5.00 Stylist '404' Cartridge Pen; (8) \$3.95 Stylist '404' matching pencil; (9) \$5.00 Stylist '505' Safeguard Clip Ballpoint-gold cap with metallic barrel; (10) \$5.00 Stylist '505' Cartridge pen; (11) \$5.00 Stylist '505' matching pencil; (12) \$5.00 Stylist '506' Safeguard Clip Ballpoint-gleaming chased chrome finish; (13) \$5.00 Stylist '506' matching pencil; (14) \$7.50 Stylist '707' Safeguard Clip Ballpoint-rich chased gold electroplate, and (15) \$7.50 Stylist '707' matching pencil.





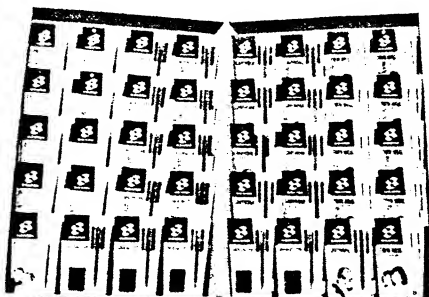
49¢ BALLPOINT REFILL ???

Yes, you read correctly! Sheaffer now has a low-priced ballpoint refill. The price might be low, but the quality is the highest. To insure freshness, this refill is sealed in an air-tight foil package—guaranteed fresh for four years. Profit pack #1080 (\$6.00 List) contains 12 of these instant starting, smooth writing refills.

NEW PACKAGING

Profit Pack #2021 is the number.. extra profit from Baker's Dozens is the name. 19 inches of counter space is all this new Pen Bar needs to move 8 Baker's Dozens (26 each \$1.00 cartridge pens, \$1.00 ball-points, \$1.00 cartridge Glideriters, and 49¢ TwinWell Glideriters) from inventory to profit. 45% PROFIT!! Ask your Sheaffer man how you can build your own display.

New
Pen Bar
Baker's
Dozen Deal
Profit Pack
#2021



If high volume is important in your operation you should have at least one #2031 "Book of Profits" assortment on display. This huge floor merchandiser stands 36" wide, 42" high, 15" deep and is loaded with the fastest moving "best-sellers" in Sheaffer history. Here's what the merchandiser contains:

- 3 Baker's Dozen \$1.00 cartridge pens each with 7 free cartridges
- 2 Baker's Dozen \$1.00 ball-points each with a free refill
- 2 Baker's Dozen \$1.00 Cartridge Glideriters
- 2 Baker's Dozen 49¢ TwinWell Glideriters

NOT NEW \$1.00 CARTRIDGE PEN

About the only thing that isn't completely new in the Sheaffer program is that old standby, the \$1.00 cartridge fountain pen with 7 free cartridges. When you've got the track record this giant has had over the past years you don't have to be new—just show up and you're sold out before you can say "68 million Sheaffer cartridge pens sold." It does have a new number — Profit Pack #149A.



NEW DESK SET PACKAGING

Jac Colvin, display and exhibit manager, and Bob Harrison, sales training director, examine a new desk set gift box. The handsome new boxes recently introduced have a blue-black metallic ostrich grain cover that is a perfect match for the new "Stylist" gift boxes.

The inside of the boxes are lined with thick polyether foam covered with light blue flocked rayon. Besides providing the perfect setting for any Sheaffer desk set, the soft lining insures safe shipment at all times. The Sheaffer name in gold printing on the navy blue satin ribbon adds the final touch of elegance.

Only three sizes, small, medium and large, are needed to fit all current desk bases. As usual, 50% of the shipments are gift boxed.

There is still more news about this versatile winner . . . we've saved some of the best for last . . . When the bottom inside pads are removed the proud new desk set owner has a plush jewelry box that's right at home on any dressing table.

NEW MARKERS WRITERS GLIDERITERS

The new way to write. How many times have we said, "Yeah, I carry markers, but there's no money in them." Would you believe that nearly 25% of all writing instruments sold today are markers? Would you believe that 20% of all thin-line markers sold are Sheaffer TwinWell and Cartridge Glideriters? Sheaffer men believe it—they've seen the results of an audit survey study of retail purchases that backs up their own shipping figures.

With the advent of the thin-line marker, people are not just "using a couple in the stockroom", markers are actually becoming a basic writing instrument. Take a look at these startling facts:

ANNUAL WRITING EQUIPMENT RETAIL SALES	
Ballpoint Pens	\$200,000,000
Markers	100,000,000
Fountain Pens	50,000,000
Mechanical Pencils	33,000,000
Desk Pen Sets	7,000,000
Accessories, etc.	90,000,000

That's quite an impressive sales record for such a new product. The entire "marker-writer" concept is revolutionizing the industry and Sheaffer's 49¢ TwinWell and \$1.00 Cartridge Glideriters are in on the ground floor.



TWINWELL GLIDERITERS

Name your volume—Sheaffer has a TwinWell display that's made for you. Profit Pack #806 contains 12 TwinWells bubble-packed on self-service cards. Profit Pack #811 (2 dozen), Profit Pack #848 (4 Baker's Dozen) and Profit Pack #876 (12 Baker's Dozen) all come pre-packed on a hard-selling counter displayer. Profit Pack #830 (12 TwinWells in bulk) is available for extra back-up stock for any display.



CARTRIDGE GLIDERITER

More customer-designed packaging from Sheaffer . . . Every Cartridge Glideriter is shipped with two free cartridges and is bubble-packed on new self-service cards. Order Profit Pack #901 if you want 12 cards in a new 4-color packer. If you really want to be in the marker business you'll need Profit Pack #952—4 Baker's Dozen on a new counter displayer.

NEWS FROM SHEAFFER

Editor Norris Easley

Photographer Pola Roid

Published periodically for Sheaffer franchised dealers and distributors to keep them informed of the activities of other Sheaffer people, and about Sheaffer plans, policies, products and personnel. Pictures and items for News from Sheaffer may be sent to W. A. Sheaffer Pen Co., Public Relations Department, Fort Madison, Iowa. No material can be returned and will be used only if it has general interest in the opinion of the editor.

IMPORTANT NOTICES

NEW MINIMUM ORDER POLICY

To enable us to handle your orders more quickly and efficiently EFFECTIVE JUNE 1, 1966, the MINIMUM ORDER you can place DIRECT to Fort Madison will be \$10.00 NET.

After June 1st all orders received for less than \$10.00 Net will be referred back to you for the necessary additions to reach the minimum.

Please pass this information on to the person responsible for placing orders

REPAIR DEPARTMENT VACATION

The Fort Madison factory repair department will be closed for vacation from July 2nd through July 17th.

To insure a minimum of inconvenience to your customers, please send your repairs and parts orders to us before June 15th, so we will have time to get them back to you before we close.

Although the department will officially be closed we will acknowledge receipt of all packages.

W. A. SHEAFFER PEN COMPANY

301 Avenue H
Ft. Madison, Iowa
Return Requested

**Bulk Rate
U.S. POSTAGE
PAID
Ft. Madison, Iowa
PERMIT No. 12**

**New Promotion
\$1,500,000 FALL AD CAMPAIGN**

At the sales meeting, Marketing Manager Pete Karle asked a veteran territorial manager, "How long has it been since you've seen a national ad on the \$1.00 cartridge pen?" The unfortunate victim didn't have an answer. Pete, of course, said "Sorry about that . . . Sheaffer has NEVER run a national consumer ad on a \$1.00 pen." If all those 68 million cartridge pens were sold WITHOUT national advertising just think how high the turnover will be when the ads hit.

And they will hit!

Sheaffer's Fall Ad Program features national magazines, top newspapers, spot television, youth publications, Sunday newspaper supplements PLUS the all-important Sunday comic sections.

Sheaffer ads in Life magazine will be seen by YOUR customers in every county in the nation. Never before has Sheaffer run such a continuing campaign in a major magazine—a total of 9, count 'em, 9 ads are scheduled between May and September. More across-the-nation exposure will be gained through hard hitting ads on the \$1.00 cartridge pen and \$1.00 ballpoint pen specials in the 9 publications in the Scholastic magazines group. Over 5,400,000 readers will see each of the two scheduled ads.

In addition to this broad national coverage the population centers of the country will literally be bombarded with Sheaffer ads . . .

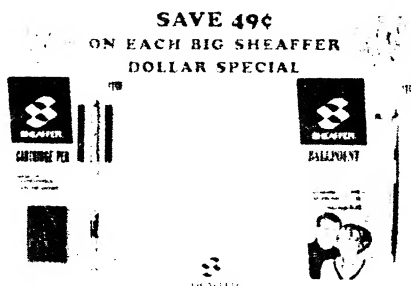
SPOT TELEVISION: Three "Prime-Time" commercials each week are set for the 8 week period between August 21st and October 15th in the top 15 marketing areas. These markets include: Baltimore, Boston, Chicago, Cincinnati, Cleveland, Detroit, Houston, Los Angeles, Minneapolis, New York-Newark, Philadelphia, Pittsburgh, San Francisco, St. Louis and Washington, D.C.

RUN OF PAPER NEWSPAPERS: 1000 line black and white ads featuring Glideriters are scheduled for June and September in the major newspapers in the top 24 markets. Ask your Sheaffer man for the specific dates and papers in your area.

SUNDAY NEWSPAPER SUPPLEMENTS: Glideriter ads are also scheduled for August 7th and September 11th in the much-read Sunday Supplement section of major papers in the top 24 markets.

SUNDAY COMICS: As you might well expect, this is the highest read section of any Sunday newspaper—over 98% readership. Half page, four-color ads on the \$1.00 cartridge pen special and the \$1.00 ballpoint special are set for Sunday, September 4th and again on Sunday, September 11th. These ads will show full-size, full-color, illustrations of the actual self-service cards you'll have on display. Believe it or not, these ads will run in 63 major Sunday newspapers in the top 49 metropolitan areas. Again, your Sheaffer man has the low-down on your specific area.

To
Appear
in
63
Sunday
Comic
Sections



**Central Region
Sales Meeting Snap Shots**



IT'S BIGGER THAN BOTH OF US . . Norm Schneider (Kansas City), left, and Charlie Beard (Memphis), expect the TwinWell Glideriter sales to be as large as this giant-size blow-up of the new "keystone" self-service cards.



From left: Half of Bob Gibbs, all of Dav Boyes' smile, Charlie Beard's finger and Charlie West's coffee cup. Bob is sales services manager in Fort Madison, Dav is from New Orleans, La., Charlie Beard is from Memphis, Tenn. and Charlie West is from Birmingham, Ala.



MORE COFFEE . . Ken Jungbluth, left talks things over with Pete Karle marketing manager. Kenny gave a report on the excellent acceptance of the new program in the St. Louis area.



SURROUNDED BY PROFIT PACKS . . Left to right: LeRoy Plumley and Bill Ball (both from Indianapolis, Ind.) and Jack Laumann (Louisville, Ky.) take a closer look at the new profit packs on display.